

JPRS 79409

9 November 1981

# East Europe Report

ECONOMIC AND INDUSTRIAL AFFAIRS

No. 2198



FOREIGN BROADCAST INFORMATION SERVICE

#### NOTE

JPRS publications contain information primarily from foreign newspapers, periodicals and books, but also from news agency transmissions and broadcasts. Materials from foreign-language sources are translated; those from English-language sources are transcribed or reprinted, with the original phrasing and other characteristics retained.

Headlines, editorial reports, and material enclosed in brackets [] are supplied by JPRS. Processing indicators such as [Text] or [Excerpt] in the first line of each item, or following the last line of a brief, indicate how the original information was processed. Where no processing indicator is given, the information was summarized or extracted.

Unfamiliar names rendered phonetically or transliterated are enclosed in parentheses. Words or names preceded by a question mark and enclosed in parentheses were not clear in the original but have been supplied as appropriate in context. Other unattributed parenthetical notes within the body of an item originate with the source. Times within items are as given by source.

The contents of this publication in no way represent the policies, views or attitudes of the U.S. Government.

#### PROCUREMENT OF PUBLICATIONS

JPRS publications may be ordered from the National Technical Information Service, Springfield, Virginia 22161. In ordering, it is recommended that the JPRS number, title, date and author, if applicable, of publication be cited.

Current JPRS publications are announced in Government Reports Announcements issued semi-monthly by the National Technical Information Service, and are listed in the Monthly Catalog of U.S. Government Publications issued by the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

Correspondence pertaining to matters other than procurement may be addressed to Joint Publications Research Service, 1000 North Glebe Road, Arlington, Virginia 22201.

9 November 1981

# EAST EUROPE REPORT

## ECONOMIC AND INDUSTRIAL AFFAIRS

No. 2198

### CONTENTS

#### ALBANIA

- Agricultural Ministry Announcement on Herding  
(Tirana Domestic Service, 22 Oct 81)..... 1

#### BULGARIA

- Report, Comment on Industrial Output During January-August Period  
(IKONOMICHESKI ZHIVOT, 23 Sep 81)..... 2
- Foreign Trade Minister Dwells on Achievements, Future Tasks  
(Khristo Khristov; IKONOMICHESKI ZHIVOT, 23 Sep 81)..... 5

#### GERMAN DEMOCRATIC REPUBLIC

- Local Press Reports Consumer Goods Shortages  
(Various sources, various dates)..... 8
- Shortages of Household Items, by Guenter Hesse  
Leipzig Seeks Improved Supply, by Juergen Kramp, et al.  
High Quality Goods Lacking, by Fritz Oelze  
Food Shortages in Magdeburg, by C. Hort  
Problem of 'Artificial Shortages', by C. Hort  
Food Supplies for Leipzig, by Heinz Bock
- Combines Urged To Produce More, Better Consumer Goods  
(Various sources, various dates)..... 16
- State Planning Commission Statement, by Hermann Leihkauf  
Quality Development Criticized, by W. Graubner, K. Schoenbeck  
Combine Response Criticized, by Peter Stache  
Deficiencies in Magdeburg Discussed  
Discussion of Problems in Schwerin  
Local Government Efforts

|  |    |
|--|----|
| Retail Trade Personnel Urged To Improve Services<br>(Various sources, various dates).....                                  | 28 |
| CENTRUM Personnel, Services Criticized, by Horst Hanner<br>Customer Complaints in Magdeburg<br>Improvement Efforts in Suhl |    |
| Crop, Weather Report Published for August 1981<br>(W. Schwinge; FELDWIRTSCHAFT, Oct 81).....                               | 37 |

AGRICULTURAL MINISTRY ANNOUNCEMENT ON HERDING

AU221508 Tirana Domestic Service in Albanian 1330 GMT 22 Oct 81

[Announcement by the agricultural ministry on the "Completion of Herding Together Small Livestock of Cooperativist Families Throughout the Whole Country and of Cattle in the Lowlands"]

[Summary] According to agricultural ministry data, the herding together of small livestock of cooperativist families throughout the country and of cattle in the lowlands of 13 districts was completed recently. This action, which was inspired by a cooperative in Gjirokaster District, was supported by the whole country. The Central Committee, inspired by the deep ideological, economic, political and social content of this idea for further consolidating socialist construction in the countryside and for continually raising the cooperativists' well-being, congratulated the cooperative and laid down tasks for herding livestock together in all cooperatives.

During this period over 3,000 shelters were constructed. Great achievements were made in preparing the fodder base for livestock and in training and qualifying workers in this sector. The associated state organs and agricultural cooperatives have taken measures for securing trade centers and supplying cooperativists have taken measures for securing trade centers and supplying cooperativists with livestock products. The herding of livestock of cooperativist families is a great victory over which all the people rejoice this year. "This important measure perfects socialist relations in production in our countryside and advances the improvement of the material and cultural conditions of the peasantry."

CSO: 2100/8



# BULGARIA

## REPORT, COMMENT ON INDUSTRIAL OUTPUT DURING JANUARY-AUGUST PERIOD

Sofia IKONOMICIESKI ZHIVOT in Bulgarian 23 Sep 81 p 2

[Text] The volume of the industrial output in the period January-August 1981, in comparison to the respective period of last year, grew by 6.1 percent. The 8-month plan for commodity production and acquisition of financial resources from its realization was overfulfilled.

The fulfillment of the production and realization plan for individual ministries is as follows:

| <u>Ministries</u>                              | <u>Fulfillment of plan for period<br/>August-January 1981 for</u> |                            |
|--|---|----------------------------|
|  | <u>commodity production</u>                                       | <u>realized production</u> |
| Ministry of Power Supply                       | 100.7   | 102.4                      |
| Ministry of Chemical Industry                  | 101.1   | 100.0                      |
| Ministry of Machine Building and Electronics   | 101.1   | 101.3                      |
| Ministry of Light Industry                     | 102.3   | 101.0                      |
| National Agroindustrial Union                  | 101.8   | 102.6                      |
| Ministry of Construction and Architecture      | 101.0   | 98.6                       |
| Ministry of Metallurgy and Mineral Resources   | 100.5   | 98.6                       |
| Ministry of Transportation                     | 101.6   | 102.6                      |
| Ministry of Forests and Forest Industry        | 103.5   | 102.3                      |
| Ministry of Internal Trade and Public Services | 103.9   | 102.1                      |

The production of some basic industrial commodities is as follows:

|   | <u>commodities<br/>produced in<br/>January-August 1981</u> | <u>January-August 1981<br/>in percent to<br/>January-August '80</u> |
|---|--|---|
| Electricity, million kilowatt hours     | 24,032   | 106.3   |
| Briquettes, thousand tons               | 945  | 101.9   |
| Rolled ferrous metals, thousand tons    | 2,154  | 106.1   |
| Cold rolled sheet iron, thousand tons   | 432  | 103.9   |
| Heat rolled sheet iron, thousand tons   | 919  | 107.4   |
| Galvanized sheet iron, thousand tons    | 74   | 120.2   |
| Steel pipes, thousand tons              | 171  | 106.7   |
| Electrical instruments, thousand prices | 224  | 119.6   |

|   | commodities<br>produced in<br><u>January-August 1981</u> | January-August 1981<br>in percent to<br><u>January-August '80</u> |
|---|--|---|
| Lathes, pieces                                | 6,088  | 100.4   |
| Cranes, pieces                                | 1,592  | 118.0   |
| Internal combustion engines, pieces           | 13,153   | 137.0   |
| Electrotelphers, pieces                       | 78,486   | 102.4   |
| Nitrogen fertilizers, thousand tons           | 505  | 102.8   |
| Phosphorus fertilizers, thousand tons         | 159  | 115.8   |
| Oil-based paints and varnishes, thousand tons | 33   | 98.0  |
| Synthetic fibers and silks, thousand tons     | 68   | 103.9   |
| Cement, thousand tons                         | 3,630  | 104.4   |
| Asbestos-cement pipes, thousand meters        | 1,728  | 120.5   |
| Bricks, thousand pieces                       | 928,638  | 102.0   |
| Cellulose, thousand tons                      | 122  | 104.6   |
| Cardboard, thousand tons                      | 44   | 111.0   |
| Household glassware, thousand leva            | 17,910   | 108.1   |
| Ceramic tiles, million pieces                 | 173  | 105.4   |
| Household porcelain, thousand leva            | 24,717   | 104.1   |
| Cotton textiles, million meters               | 232  | 103.4   |
| Silk textiles, million meters                 | 23   | 105.7   |
| Knitted outer garments, million pieces        | 27   | 102.8   |
| Sewing articles, million leva                 | 186  | 105.4   |
| Shoes, thousand pairs                         | 11,530   | 103.4   |
| Meat, thousand tons                           | 296  | 101.9   |
| Meat products, thousand tons                  | 61   | 105.5   |
| Canned vegetables, thousand tons              | 121  | 100.3   |
| Canned fruits, thousand tons                  | 155  | 128.3   |
| White brined cheese, thousand tons            | 75   | 105.7   |
| Cheese, thousand tons                         | 17   | 121.0   |
| Sugar, thousand tons                          | 230  | 124.8   |
| Tobacco products, thousand tons               | 56   | 110.2   |

#### Committee for Unified System of Social Information

#### Commentary

During the period January-August the plan for the production and realization of the commodity production was fulfilled. By the end of August, 64.6 percent of the production projected for 1981 was produced, and 64.3 percent of the financial resources from its realization was acquired.

In comparison with the month of August last year, the output is 5.2 percent higher, and in comparison with the period January-August—6.1 percent.

There were weaknesses in the work of a number industrial enterprises. which resulted in harming the rhythm of the production. The 8-month plan has not been fulfilled by 243 industrial branches, which is 11 percent of the industrial branches.... In a considerable number of the branches the lagging is due to failures and stoppages

of machinery and equipment, poor working organization, breaking of the technological and working discipline, failure to introduce new technology and production of new goods, and other causes of internal character.

The production of important goods like calcified sodium, phosphorus fertilizers, oil-based paints and varnishes, particle boards, electrical instruments, cement, cold rolled sheet iron, and others. The main causes for these failures boil down to shortages of basic raw materials, lack of rhythmic supply of cooperative deliveries, failures and repairs of equipment etc.

9804

CSO: 2200/5



## BULGARIA

### FOREIGN TRADE MINISTER DWELLS ON ACHIEVEMENTS, FUTURE TASKS

Sofia IKONOMICHES ZHIVOT in Bulgarian 23 Sep 81 pp 1,3

[Article by Foreign Trade Minister Khristo Khristov: "Important Tasks Facing Economic Cooperation with Foreign Countries"]

[Text] The 12th congress of BCP set for solving extremely responsible tasks in the field of our country's foreign trade. They arise from the place and role our foreign economic relations have in the overall economic and social development of Bulgaria during the next stage of building a mature socialist society under the new conditions of international economic life.

The great achievements in the development of the socialist economy and the transformation of our country into a constantly and rapidly developing industrial one are the material basis for solving these tasks. Positive factors in this respect are the increased international authority and respect Bulgaria enjoys as a trade partner and the considerable experience of the people working in the field of foreign economic relations.

The party has always paid and is paying a special attention to this sector of the economy and the considerable successes achieved in the last years are a result of this attention. The trade during the 7th Five-Year Plan was doubled in comparison with the preceding five-year plan, and for 1980 alone reached 17.1 billion currency leva.

Considerable positive changes took place in the structure of our export which found a concentrated expression in the increase of 47.7 percent of the export of machines and equipments. The participation in the export was increased considerably by the chemical industry, electronics and electrical engineering as well as by the engineering activity, the tourist economy, and transportation services etc. which are rapidly developing too. The socialist economic integration, into which our country participates more and more successfully, expanded and entered new, deeper and more mature forms. Seventy-five percent of our trade is with the socialist countries of which 54 percent is with the USSR.

The measures taken by the Central Committee of BCP and above all by the Commission of Currency Problems in the Politburo of the BCP Central Committee presided over by Comrade Todor Zhivkov, as well as the improved work of the economic and foreign trade organizations led to a sharp change in the currency balance with the non-socialistic countries. This made it possible to decrease considerably the currency debts of our country.

Our cooperation with the developing countries is rapidly increasing and diversifying. Possibilities for long-term, perspective development of our relation with them are being created.

Despite the difficulties in the economy of the developed countries caused by the crisis shocks, our relations with them are quickly developing too. Over 50 agreements for long-term production and scientific and technical cooperation with a number of firms and corporations have been signed and are in operation. The first results are encouraging and our efforts in this direction will continue in order to expand and increase the effectiveness of this cooperation.

Taking into consideration the needs and the open character of our economy, the 12th congress of BCP set the task of increasing our foreign trade during the next five-year period by 40 percent while at the same time retain its faster growing rate in relation to the growth of the national economy. The mentioned percentage, however, is not only the usual value index which can be achieved, as it was done until now, by increasing the volume of the exported goods. The main emphasis, unlike the existing practice, is on intensification of foreign trade cooperation. The most important factor in this is the high quality and competitiveness of goods for export, flexible and prompt reaction to the changing conditions and structure of market and consumers.

The key importance of the foreign trade field, however, requires that it should not be treated simply as any other part of the economy, where the policy of comprehensive intensification will be applied. This problem is brought out especially, precisely and clearly in the report delivered by Comrade Todor Zhivkov. "We view our participation in the international division of labor as an exclusively important and powerful factor for the realization of comprehensive intensification of the economy."

The foreign economic relations are given an important role in the formation of progressive structure of branches with a definite export character in order to realize the multiplicative effect of the foreign markets.

In fulfilling this task, the economic and foreign trade organizations will be working in close cooperation, and the new economic approach and mechanism will be an important, stimulating factor in this process. An optimal closeness of the production to the requirements and needs of the markets comes out as a primary, and in many respects, decisive task. Coming to the fore acutely is the necessity for a speedy improvement of the technological level of production through rapid introduction of leading scientific and technological achievements mainly from the USSR, the other socialist countries, as well as from the best firms in the world.

A constant and additionally complicating factor, which will be even more active in the coming period, is the generally unfavorable economic condition in the world, which is caused by the difficulties of the capitalist market. It further sharpens the competition and the struggle for realization of the production, the instability of the monetary system, the general increase in prices of raw materials, energy and equipment.

Under these conditions, a number of capitalist countries search for a way out in the militarization of their economies, and increasing the protectionism and restrictive measures, which aggravates even more the instability, contradictions and increases the difficulties in the international economic relations.

Our friendly relations with the fraternal socialist countries and above all the USSR come to counterbalance this negative influence. The signed long-term agreements with them secure stable rate of economic development, create conditions for full utilization of production capacities and for fulfillment of the realization.

In order to adjust the national economy to the rapidly changing international conditions, special importance is attached to the measures related to the reconstruction and modernization of the existing production capacities as well as the construction of new enterprises consistent with the highest achievements of the world technology and technical progress.

International trade occupies an especially important place in this process. It is called not only to fulfill an effective realization of the national product, but also to assist most actively in the implementation of the leading know-how in production and organization by the economic enterprises and producers. Besides this, it should create conditions for a highly efficient cooperation with well known firms and enterprises from the socialist and capitalist countries, through large scale implementation of the new forms--mixed production, long-term comprehensive contracts and agreements.

This requires even more than ever an improvement of the relations between the economic and foreign trade organizations, in order to create similarity of their interests, to execute collectively certain measures to improve further the export production, to increase the competitiveness and to ensure lasting and promising markets.

In this aspect, the aims of the Plovdiv Fair become even clearer and more accurate. Its first specialized Fall exposition this year is technical. Our industry will participate there with goods from the machine building industry, instrument building, the electronics, chemistry. Our scientific and engineering potential will be demonstrated as a direct answer to the resolutions of the congress.

Because of its scale and especially because of its quality indices, the fair exhibition will be a demonstration of the development of the creative spirit of the Bulgarian nation in its 1,300 jubilee anniversary.

In essence the national exposition will show a contemporary, technical Bulgaria. It will be a convincing illustration of the practical results of the April line in the life of our country. It will be a clear confirmation of the restoring, creative April period which Comrade Todor Zhivkov summarizes in the following way: "The dynamic development of the whole economy, the rapid industrialization of the country, the intensification and specialization of the agriculture, the carrying out of intra-party and socialist democracy, the overcoming of the rigidity and promoting of a creative atmosphere in the all-round life of the country, the improvement of the standard of living of the people, active foreign policy, comprehensive cooperation with the USSR and the other socialist countries--this is what characterizes the period after the April plenary meeting of 1956, a period of great efforts and great victories.

At the same time, the fair creates a possibility to compare our achievements with those of the other socialist and capitalist countries, to create new contracts, to expand trade and industrial cooperation. The fair will contribute its share to the realization of our party and country's policy for peace; for competition in the economic field; for lasting, mutually beneficial cooperation.



GERMAN DEMOCRATIC REPUBLIC

LOCAL PRESS REPORTS CONSUMER GOODS SHORTAGES

Shortages of Household Items

Leipzig LEIPZIGER VOLKSZEITUNG in German 23 Sep 81 p 3

[Article by Guenter Hesse, candidate for succession to Leipzig Bezirk Conference: "What Is the Situation Regarding the 1,000 Little Things?"]

[Text] Tomorrow [Thursday, 24 September 1981] the Leipzig Bezirk Conference will consider the further development of the bezirk-managed industry and, especially, the production of consumer goods. This paper has already given detailed reports on how the standing commission for industry and the local supplies economy and for coal and energy prepared this important conference. On this page Guenter Hesse writes about surveys of the standing commission for retail trade and supplies on stocks available in the 10,000 little things. How the Masters of the Fair of Tomorrow movement is used to make better consumer goods comes under the control of the members of the standing commission for youth matters, physical culture and sports. This paper will give detailed accounts of the bezirk conference and the resolutions taken by it.

The standing commission for retail trade and supplies has done a lot of work in recent weeks in getting set for the second bezirk conference. We have looked around in several trade establishments, the consumer department store AM/Bruehl, the "Modern Household Store" in Luetzner Strasse, a tool store in Eilenburg and in the BHG sales facility in Bad Dueben. We have talked with wholesale agents and agents of state organs. We were interested to find out how supplies are handled in the so-called 1,000 little things. The basis for our surveys was a Council of Ministers resolution of late 1980 addressing itself to public supplies proper as to needs. The 169 key items in it we have paid special attention to during our inspection.

In the trade establishments we visited most household items are in steady supply, quite a number of them temporarily, and a few of them rarely. In the consumer department store, the concrete picture was like this: of the 160 key items in

the Council of Ministers resolution, 168 are in stock. Always available are 111 of them, 46 now and then, and six rarely. Interesting here is that items rarely available in one store are in constant supply elsewhere. Such disproportions clearly are the fault of distribution. We think it right for the GHG for household goods to proceed toward central selling in May 1982. Right now, representatives are still traveling through the bezirk. And here evidently distribution is done now and then still in following one's nose.

In the wholesale trade we also have looked into how the trade contracts concluded with industry have thus far been fulfilled. Except for some delivery backlogs, the enterprises have met their obligations. And the wholesale project of buying up additional goods at a clip of M 4 million this year had come up to circa M 2.3 million by 31 July. What impressed the people's deputies, however, was that for some items that are not always available in the stores deliveries are according to contracts. In such cases they had just failed to establish the demands precisely. Especially for supplying with the 1,000 little things, as our wholesale discussion partners confessed, planning is out of control. Granted, it is complicated but it can be no consolation for the citizen who runs himself ragged trying to find coffee filters.

Highly to be welcomed, on the other hand, is an initiative of the GHG for household goods which recently, through a consumer goods exhibit, promoted among enterprises the production of further items. Those were exclusively goods that are not yet in adequate supply. Many enterprises came to look at the exhibit. The contracts signed there came to M 670,000. Inspired by this outcome, even if it was not exactly intoxicating, they want to turn such exhibits into standard procedure. We think that is a good way, mainly also because coordination in consumer goods production still leaves much to be desired in the bezirk. The Eilenburg chemical plant, for instance, makes clothes driers. They can always be purchased in the stores of the kreis. But in Leipzig they are often not to be had. Our standing commission thinks it necessary that someone be made responsible on the bezirk level for coordinating the numerous initiatives on producing additional consumer goods. We plan to make appropriate recommendations at the bezirk conference.

All in all, the result of our inspection was satisfactory. Stocks have improved and were stable in many of the key items we checked. But not all price categories are always offered as yet simultaneously. For tableware there are gaps in the medium price range. Often a customer has no other choice but one between aluminum spoons and spoons with porcelain handles. Gratifying is the greater readiness by the enterprises to help fill still existing gaps in the 1,000 little things. But as a standing commission we will be completely satisfied only when these initiatives become apparent to the customers.

#### Leipzig Seeks Improved Supply

Leipzig LEIPZIGER VOLKSZEITUNG in German 25 Sep 81 p 3

[Report on Leipzig Bezirk Conference by Juergen Kramp, Dieter Altmann, and Otwald Kattner: "An Industrial Branch With Very High Rates of Increase; Bezirk Conference Delegates Debate Resources for Rationalization, Coffee Machines, 1,000 Little Things"]



[Text] The enterprises of the bezirk-managed industry produce annually commodities at a value of circa M 2 billion, including consumer goods at a value of M 600 million and foodstuffs for M 441 million. There are 34 bezirk-managed combines and VEB's which for 63 commodities bear the exclusive production responsibility in the GDR. Among the newly developed consumer goods the production of which is to be significantly increased, are among other things projectors, spark-timing stroboscopes, motor vehicle accessories and earphones in hifi quality. Every day one million bottles of nonalcoholic beverages and 1.2 million bottles of beer come out of the enterprises of the beverage combine in Leipzig. The working people of the bakery goods combine produce daily up to 90,000 breads and a million rolls.

The share of the 123 bezirk-managed enterprises in the industrial commodity production in our bezirk comes to "only" 5.5 percent. But behind this 5.5 percentage figure there are many things that are very important for the comfort of all of us. That includes bread and bakery goods, beer and nonalcoholic beverages, coffee machines, indoor-fixtures, stereo earphones, wall paper glue, briefcases and collapsible boats, to mention but a fraction of our broad production palette. Bezirk-managed industry also bears a great responsibility for the export of high-grade products and as an important ancillary supplier for our economy. Its development was what concerned the delegates of the bezirk conference when they met on 24 September for their second session in Leipzig's new city hall.

Christa Sela paid tribute to the initiative of many enterprise collectives toward exceeding their plans. Up to 31 August, an additional M 15.6 million worth of goods was produced by the bezirk-managed industrial enterprises. On the other hand, there still are 20 enterprises that did not reach their quotas. That is of disadvantage for the sales counters as well as the export business. Therefore the bezirk conference has resolutely demanded that the enterprise directors and the associates of the bezirk economic council create guarantees for all-round plan fulfillment.

The 10th SED Congress resolutions call for unprecedented increase rates also in the bezirk-managed industry in our bezirk. Christa Sela announced that by 1985 commodity production is to climb to 133.1 percent above that of 1980. Especially high must be the increase rates for consumer goods our population and our export partners need very much. Wanted also are a longer working life of our products, fashionable and beautiful design and other quality criteria.

By traditional methods we cannot achieve such high goals, however. Bezirk-managed industry is still much fragmented with its 476 plants and production shops. That is why we will have formed six combines by the end of the year. The delegates remarked on the great advantages arising from that. The smaller and medium-size enterprises have no or only small research capacities, as they become possible only for larger economic units.

The same applies to technology. To speed up our scientific-technical progress and produce new consumer goods, the associates in the bezirk-managed combines who are working in R&D are all to be combined in the future. But also the advanced training of personnel and many other necessary tasks are much better handled by combines than small enterprises.

During their conference the delegates also explained, however, that consumer goods production is a responsibility not only of bezirk-managed industry and of the consumer goods enterprises, but a responsibility of the entire economy. It makes its demands also in places where major production pertains to the means of production.

Throughout the vivid discussion the people's deputies offered many experiences, ideas and suggestions on how bezirk-managed industry can develop fast and put more and better consumer goods up for sale. Delegate Juergen Heuer in this context reported on surveys by the standing commission for youth matters, physical culture and sports in the Boehlitz-Ehrenberg mechanization VEB. That enterprise has a great responsibility for the construction of means of rationalization used in the bezirk-managed industry. They are struggling there every day for scientific-technical progress, with the youth taking an active part in it. Juergen Heuer demanded that youth be assigned everywhere, as in the mechanization VEB, ambitious tasks of the science and technology plan within the framework of the Fair of the Masters of Tomorrow movement.

Guenther Hesse, candidate for succession to the Bezirk Conference, discussed surveys of the standing commission for complex supplies for retail trade establishments. He called for pushing trade and production more closely together so that supplies in the so-called 1,000 little things are further improved.

Delegate Dr Sepp Mittenbacher made several suggestions aiming at further improving the working conditions in the new plant of the fashionable small leather goods VEB in Rueckmarsdorfer Strasse in Leipzig, so that the funds invested there make themselves paid through fine achievements in the consumer goods production.

Delegate Rainer Schornach advocated a still more efficient use of public labor assets in the beverage combine. His recommendation to expand the number of beverage outlets and no longer to supply some small stores with beverages is not likely to meet with what the customers want, however.

Delegate Karin Triebisch took a position on a reserve for increasing consumer goods production. She suggested polytechnical instruction should still more be used for that purpose. As things are, even today the facilities of polytechnical instruction in Leipzig produce annually 100,000 mortise dead locks, 120,000 slide viewers, 10,000 loudspeaker boxes, 500 electrical hand drilling machines and many other desired consumer goods.

The delegates are not likely to let it go at the many fine suggestions they made. They assured us they would stick to it and see to it that bezirk-managed industry lives up to its responsibility. This paper's journalists are going to keep by the side of those people's deputies in the future as well.

#### High Quality Goods Lacking

Magdeburg VOLKSSTIMME in German 4 Jun 81 p 5

[Article by Fritz Oelze: "The Verifiable Balance Shows: Our Words and Deeds Are in Agreement--A Consideration of the Development of Our Standard of Living in the Last Decade"]

### [Excerpt] The Shopping Basket Is Filling Up

Many a person gages our social progress made against a well filled shopping basket. Well, it too got fuller year after year. And we can all afford it because the average monthly income in the bezirk rose by M 254 since 1970, while the prices for the basic requirement commodities have been kept constant and low. When we place goods into the basket that cost us M 100, it will include M 26 from the "big pot."

There are some things of which some of us put more into their basket than is good for them, too. Alcohol consumption in the bezirk rose by 18,000 hectoliters within 5 years, and the high meat consumption has not been so very good either for just any waist-line.

But what about high-grade consumer goods, they are asking us. Let us be frank about that too. The fact is that quite some problems are still to be solved there and what is available cannot yet, in volumes and qualities, satisfy us everywhere. But we should never overlook what has been accomplished in this field too in the last decade, which is reflected by the figures that have been published. (The real figures for television sets and refrigerators are actually still higher because in our statistics a household with two television sets or a second refrigerator in the pavillion is given merely as a household with such devices.)

In the last 5 years alone, 136,745 washing machines and a quarter of a million television sets were sold in our bezirk, more and more color television sets among them. Also the frequently discussed supply in bed linens must be seen in the proper context. Here the demands have risen greatly. That is demonstrated by our statistics on linen sales in the bezirk.

What with all the advances, for some people they have not been fast enough. But we must always consider that we can only afford what has first been produced, that we can import only a volume of high-grade raw materials that has been paid for by our exports, and finally, that demands in socialism always develop faster than it is possible to satisfy them. They then give the impetus to our development and are brought to realization through out plans.

### How Do Things Continue in This Field?

The 10th party congress has decided with its five-year plan directive: up to 1985 the supply in new high-grade consumer goods will be significantly increased in conformity with the growing demands. That includes mainly consumer goods for high-level apartment decor, for facilitating domestic chores and for leisure time and recreation.

To get there, the combines and enterprises in all economic fields must far more strongly meet their responsibility for producing consumer goods in demand. A better satisfaction of requirements is also the object of the resolution by our party bezirk management secretariat to set up six more bezirk-managed consumer goods combines. Their task is to boost consumer goods production to 174 percent in the next 5 years. Even during 1981, extra consumer goods are to be produced



in the bezirk at a rate of at least M 135 million. Every enterprise collective in our bezirk has thus been challenged further to increase its own efforts in supplying us with consumer goods and to commit itself to higher targets in implementation of the 10th party congress.

That way we have been moving ahead successfully for more than three decades by now. And we are keeping at this course with optimism and determination.

### Food Shortages in Magdeburg

Magdeburg VOLKSSTIMME in German 15 Aug 81 p 3

[Article by C. Mort: "Well-Supplied Until the Store Closes?"]

[Text] From anise to citrus ranges the assortment in spices offered in the "herb market" consumers outlet in Magdeburg. When this modern sales outlet was set up a few days before the 10th party congress, a long-cherished wish was fulfilled for the Magdeburgers. Many of the almost 300 herbs offered are packaged by the sales people themselves.

This day we visited eleven sales outlets in Wolmirstedt and Tangerhuetten Kreis. About some discoveries and problems more will be said later. For the time being, just this much: in rural communities too retail trade has stable supplies with basic foods well under control. In the last consumers' shop we visited, for instance, in Colbitz, bread, milk, many beverage varieties and five varieties of vegetable were being offered as late as 1740 hours, just before the store closed.

No gaps? Not so. In two outlets there was no bread before noon, and one had no fine margarine or whipped butter. Only briefly so, to be sure, but the connection with the next shipment had been broken.

Another point: in principle, the sales people are satisfied with their cooperation partners. But they still have requests, of course. That the bread will not partly be delivered as late as at 1500 hours, delivery days are not shifted, and the bread and cake containers are clean.

The questions raised in many places about the ordering and supplying of meat have been passed on by us so they catch the attention of the meat processing enterprises.

One matter can be credited to all sales collectives around: they put in a lot of work for their customers. In selling cake, for example, on much too narrow premises (phenomenal how much cake is bought in the villages!) and in buying up fruit and vegetables.

The salesladies also have their wishes and problems, of course: for the nth time they have made a note of the damaged floor and of the missing window pane at the outlet 1111 Rogaetz trade organization, and of the urgently needed shelf for cake sales at the KG-shop Uchtdorf. Not taken down, but desired nonetheless is a little more personal contact with enterprise management, an encouraging, appreciative word now and then in these tense weeks, or a "thank-you" for the great efforts of buying up produce. Such wishes, indeed, it should be possible to fulfill.

## Problem of 'Artificial Shortages'

Magdeburg VOLKSSTIMME in German 28 Aug 81 p 3

[Article by C. Hort: "Wholesale Trade Confirms: 'Artificial Gaps' Almost Eliminated"]

[Text] Since early in August we have been trying to find out about everything that is part of high trade standards. Recently we dealt with a problem we termed "artificial gaps": retail trade gaps that did not have to be because wholesale trade had those goods in supply. Colleagues in the various wholesale enterprises also always were in the position to refer to examples of such unpleasant results of their retail trade assortment inspections.

In recent days now we have perused the records of four wholesale enterprises and have found confirmed what the comrades and colleagues unanimously reported for all the diverse assortments: hardly any sins are any longer committed in this respect.

Could we then not abolish assortment inspections?

Not so. first because now and then a gap is still uncovered. One outlet is out of onion cutters, another, of potato mashers, a third, of mail boxes.

Secondly, because these inspections involve more than just the merchandise. And something that is very important, in fact: contact between wholesale and retail, mutual understanding of the problems, exchange of information about how the merchandise moves, and inquiries about the demands, which all can only be of benefit for the supply situation.

Wholesale inspections also attach increasing value to sales standards and commodity display. Some retail trade collectives working particularly well have already received bonuses. But the contact ring symbol, once awarded for excellent standards, has been discontinued. The wholesale enterprise in question keeps the assortments under control however: television sets, stereo equipment and so forth, and also the "1,000 little things" like insulating tape, sockets, extension cords, bulbs and batteries. For the batteries there even is a specific control plan in effect, because their shortages in the past caused a great deal of annoyance.

## Food Supplies for Leipzig

East Berlin NEUES DEUTSCHLAND in German 25 Aug 81 p 3

[Article by Heinz Bock: "Extra Fresh from the Fields to the Customer's Table--In Leipzig the Shortest Way for Vegetables--Direct Contracts Between the Cooperatives and Trade"]

[Text] Between 35 and 45 trailer trucks, filled with fresh vegetables, drive every day directly from the fields to the consumers in the Fair City Leipzig. "Our fruit, produce and cooking potato association has signed contracts on that with the horticultural and agricultural production cooperatives and state farms,"



department chief Claus Seifert has said. "It has proven itself. And so we develop such relations further for the customers' benefit."

Agricultural enterprises close to markets, like LPG Leipzig, the produce-production LPG Boehlitz-Ehrenberg, and the GPG of Paunsdorf, supply nearly 100 supply outlets, restaurants included, by the shortest route. For producers more remote from markets wholesale organized so-called fresh service lines, for instance for the cauliflower from the Doeblin area. Freight trains arrive at the central market in the city center with fresh produce as early as 0700 hours.

The point of all these efforts is to take the goods to the stores, and that means the consumers, as rapidly as possible without their having to make an intermediate stop first at Leipzig's wholesale market. That means not only better protection for the products but also a better use of shipping space. Losses are reduced, and the goods are fresher. For fresh vegetables alone, direct shipments increased by 787 tons in the first half of the year. That amounted, after all, to 30,000 full vegetable bins more than last year going directly from the field to the consumer. The same positive development is indicated for fruits, of which 410 tons more were traded directly in the first half year.

The Fair City is keeping 71 markets open at this time. And then there are also 106 permanent fruit and vegetable stands that help supply the public. At sites where the traffic favors it another 152 temporary stands were set up. Up to 15 different fruit and vegetable varieties are currently available. By various initiatives the producers have seen to it through socialist competition that the first half of the year's economic plan was exceeded by 3,200 tons in fresh produce. Involved in this are mainly the enterprises that belong to the cooperation association called "Leipzig Quality Vegetables." But the small gardeners, settlers and animal breeders have also had a big share in this. They shipped thousands of tons of vegetable.

This trade is eager for vitamin supplies. For instance at the Marienbrunn market colleagues start getting fresh fruit and vegetable as early as 0600 hours, as we were told by deputy market director Ingeborg Moeller. Normally this market gets fresh supplies twice a day.

At Leipzig's central fruit and vegetable market at Petersstrasse, the customers are now also informed about the name of the producers, which is an innovation. Photos and descriptions of the enterprises are supplied, and the tasks in the competition program are written up. Through name tags attached to the products the producers guarantee the quality of their products.

As long as they are open, all Leipzig retail trade facilities buy up the fruit and vegetables of small gardeners. "Small gardeners can come and offer us their goods at any time, without appointment, and that also includes herbs," we were told by Lutz Wiesner, chief of the central fruit and vegetable market. The same holds true for the fruit and vegetable stand at the Connewitzer Kreuz market and many others.

5885

CSO: 2300/27

GERMAN DEMOCRATIC REPUBLIC

COMBINES URGED TO PRODUCE MORE, BETTER CONSUMER GOODS

State Planning Commission Statement

East Berlin PRESSE-INFORMATIONEN in German No 110, 22 Sep 81 p 2

[Article by Dr Hermann Leihkauf, deputy chairman, State Planning Commission: "Production of Consumer Goods--Task for Enterprises and Combines of All Branches"]

[Text] Significantly accelerating the development and production of consumer goods as to their assortments and volumes is a task resulting for each combine from our carrying on our policy of the main task as affirmed by the 10th SED Congress. The targets and resources for further developing our consumer goods production have been laid down in the 10th party congress directive for the 1981-1985 Five-Year Plan.

Each combine bears a responsibility to making scientific-technical progress more rapidly effective in consumer goods production and significantly boosting the production and availability of high-grade consumer goods at excellent qualities and fine designs for public demands and lucrative export. It is a task of high economic rank that all combines--also those that make the means of production--make a greater contribution to boosting consumer goods production.

For the combines making means of production this mainly means producing efficient equipment and ancillary supplies for the producers of consumer goods and broadening the spectrum of high-grade consumer goods themselves--as their specific conditions permit. The plan at this time is that the 55 combines in metallurgy, and the metalworking and chemical industry that are producing means of production are to boost the production of finished products for the public and for export and the deliveries and services for the consumer goods production by 180 percent up to 1985, compared with 1981.

Using the Potentials of the Means of Production Enterprises

An implementation of the 10th SED Congress decisions in the field of consumer goods production calls, qualitatively as well as quantitatively, for much greater dimensions of cooperation between the consumer goods combines and the means of production combines. Experiences of the plan discussion have demonstrated to us, however, that the opportunities for it are not yet extensively enough seen and used. Involving

the potentials of the means of production enterprises in planned production group work is prerequisite to the tasks tackling qualitative and quantitative supplies for all requirements in the years ahead that thus far have not seemed feasible.

The VEB fire fighting equipment plant Goerlitz and its industrial association for motor vehicle construction combine for superstructures and trailers developed a smooth cooperation with consumer goods combines. This way possibilities were found to make consumer or ancillary commodities for automobile and bicycle production, household equipment, technical building installations and tools.

The 10th SED Congress decisions assigned the enterprises in the means of production industry the mission significantly to boost their contribution to consumer goods production. On that basis, every enterprise, first and foremost, must thoroughly examine how the structure and potentials of its scientific and technical capacities, manpower, basic assets and technologies are constituted and how they can be used for the production of consumer goods or for deliveries and services for consumer goods production--also through the means of rationalization.

#### Cooperation With Consumer Goods Combines

The second step then will be to confer and decide together with the consumer goods combines that are accountable for the various production areas on starting or extending consumer goods production or on ancillary supplies for consumer goods. Being accountable means for the consumer goods combines mainly assuming the full responsibility for satisfying economic requirements in volume and quality, for the domestic as well as the foreign markets.

The third step then must be that the means of production and the consumer goods combines jointly determine the start or extension of consumer goods production or of ancillary supplies--from R&D cooperation all the way to sales--and make that effective by plan and accountability.

It goes without saying that we have started to relate the work of the enterprises and combines in developing consumer goods production more definitely to evaluating their overall activities. A central state planning coefficient was introduced this year: "public supply deliveries and performances."

#### Quality Development Criticized

East Berlin STANDARDISIERUNG UND QUALITAET in German Vol 27 No 5, 1981 (signed to press 18 Jun 81) pp 196-197

[Article by Dr W. Graubner, engineer, and K. Schoenbeck, engineer, both of the Office for Standardization, Measurements and Product Testing: "Consumer Goods--A Challenge for Research and Development"]

[Text] To develop and produce more and better consumer goods is an essential element of the economic strategy for the 1980's as decided on at the 10th SED Congress.<sup>1</sup> For the combines that mainly make means of production this means to enter the process of consumer goods development and production with a high sense of responsibility and more actively and imaginatively than up to now.

This gives rise to new demanding tasks for the combines as well as the Office for Standardization, Measurements and Product Testing.

The rising material and cultural standard of living in our republic leads to new and higher demands in the consumer goods sector. This concerns high-grade consumer goods as well as the so-called "1,000 little things."

Export also only wants consumer goods which excel through high intrinsic values, quality, reliability and attractive design. Experiences have demonstrated that when a consumer good is inadequate in quality and insufficient in quantity, our economic development suffers the consequence. Even Marx in his investigations into commodities pointed to the close connection between quality and quantity.<sup>2</sup>

But not only during production is the connection established between quality and quantity, to a large extent that is already the case during the scientific-technical work in product development.

World standard comparisons for consumer goods keep showing us that despite extensive scientific-technical efforts and the use of much material, products have only limited intrinsic value and are inferior in quality when compared with other products. The cause of it generally is an inadequate lead angle for the qualitative level because there is not enough knowledge about the technological process and its development available to the user when he uses the product.

Then we set our targets too low in the commitment notebooks so that in spite of great technical efforts no top products are achieved. In preparing and evaluating such notebooks for consumer goods we must much more see to it that

- intrinsic values decided on over the long run are explored with the user in mind and are set down with the requisite lead angle;
- economically optimal, functional design and technological solutions are worked out to make the most of the intrinsic values;
- effective material consumption is projected in connection with construction and suitable design solutions; and
- the quality parameters are set down with an eye to the advanced international standards in conformity with economic requirements (cf. also commitment notebook order, GBL, Part I, No 14, 13 May 1977).

For the sake of making domestic chores easier and more efficient and of saving energy, fundamental investigations are required for complex technical devices. Lots of uncorrelated gadgets developed as sole-purpose devices lead to an accumulation of household equipment. They also are inefficient in terms of our materials economy. Especially in this regard, we are not yet using sufficiently the opportunities in the application of microelectronics to tasks in testing, measurements and controls.

In many cases at this time one still simply replaces electro-mechanical components by electronic ones without in any significant way improving the intrinsic features of the product. Material-economic effects are already obtained by that, to be sure, but the potentials of microelectronics are not sufficiently utilized. When a multi-stage switch is replaced by an electronic switch, the intrinsic value of an electric stove or plate hardly improves, though the technical effort involved was considerable.



Only through control, programmed timing and output devices and such are decisive changes accomplished in the intrinsic use of the products.

For electrical stoves, for example, the possibility then arises to reduce the specific energy consumption, optimize the cooking process in terms of heat and time, and improve the convenience and safety in using them.

For consumer goods with electric motors, rotations can be regulated or their number can be set depending on how much power is needed. Experience has demonstrated that in the consumer goods sector the application of microelectronics (and output electronics) also plays a key role in the development of new intrinsic values.

To achieve such solutions makes necessary, however, to pay more attention to the development of electronic components and functional units, which was already pointed out in a contribution by Prof Dr Budig.<sup>3</sup>

Things can be much speeded up in this direction if the scientific-technical and material-technical results of the development and application of microelectronics in the means of production industry are systematically used. Here the development of microelectronics has led in recent years to a conception of a "decentralized structure" of testing, control and computerized installations and the technology in their devices. Such solutions make possible combining the tasks of making, processing and using measurements within cohesive functional units. This much enlarges the scope of intrinsic features, the materials and energy economy and the reliability of consumer goods. Examples are found in electronic cameras, fully automated washing machines and broilers.

In this connection we refer to the possibility of using the results (hardware and software) of electronic computer techniques.

The technical strategy a few years ago for developing "customer-specific circuits" has not stood up as a general solution. Rather, the universal electronic components of standard production are used directly in consumer goods production, and the components of standard production with their limited functions are sorted out and used for consumer goods. (That does not limit the reliability of those components.)

This manner of using the results of computer techniques also helps pushing forward the application of microelectronics in the consumer goods industry and is a great improvement of the intrinsic features of such devices. In particular it simplifies the modification of settings in the devices and adjustments to consumer needs, as for instance in program changes for automated washing machines, electric stoves, broilers and so forth.

Another interesting set of opportunities thereby opens up for the field of electronic toys and technical hobby items.

Another way to improve the intrinsic features of consumer goods is making technical use of certain higher frequencies, for instance. So, for the development of mechanical food preparation equipment, thyristorized medium-frequency motors are used. In heating food, medium-frequency (induction) heating and microwave heating are becoming more and more important.



Also the utilization of the properties of the electrostatic field for household dusting equipment becomes possible through economically applying device techniques and provides consumer goods with new intrinsic values.

Our analysis has shown that the use of new modern working materials can clearly improve intrinsic features (e.g. for glass-ceramic cooking ranges in electric stoves).

The examples given above underscore the realization that the development of demanding consumer goods with high intrinsic features is the outcome of sound scientific-technical cooperation among specialists in diverse fields.<sup>4 & 5</sup> Using the latest scientific-technical data for consumer goods development is a successful way for it. The crucial point of departure for it lies in the creativity in the development collective and the "will for top performance." A number of management tasks follow from that, for the combines as well as the ASMW areas.

#### Management Tasks for Achieving Optimum Technical Solutions for Consumer Goods

The experiences gathered in consumer goods production, with combine support, result in the following conclusions:

--The development of modern, demanding consumer goods calls for intensive, sound, scientific-technical work. Experience has shown that R&D collectives with long-range assignments and a conception that is responsive to needs, for the development of consumer goods, are a critical precondition for stable qualitative development. Especially in the means of production enterprises it seems suitable to set up such collectives.

--In setting down the production parameters and intrinsic values while drawing up the specifications, one has to proceed from highest international standards, economic requirements and the long-range future development of the potential users' needs.

--The connection between basic and applied research, product and procedural development must be managerially ensured in the combine through long-range cooperation with science institutions of universities and technical schools and the GDR Academy of Sciences and through effective cooperation with the partners within the CEMA framework.

--The influence by the technical control organization in the combines and specialized departments and in the specialized fields of ASMW on the requirements and course of development must be greatly increased. To that end one must quickly organize training for personnel not previously working in this field.

--For handling ambitious requirements, the following methods have stood up well in practice:

--- For ensuring the unity of demanding design, optimum production design and rational processing, design features must be included in the development process for a new consumer good.

--- Modern rational testing techniques are required for rationalizing the production and reducing the material and energy consumption, and for improving the quality and reliability of consumer goods.

- Exhibits, problem discussions, users' conferences and customer surveys have to be conducted on selected production complexes.
- Working teams have to be formed, headed by the director for science and technology, in the combines to handle suggestions for the development and production of new consumer goods and for long-range product conceptions.

#### FOOTNOTES

1. "Bericht des ZK der SED an den X. Parteitag" (SED Central Committee Report to the 10th Party Congress." Dietz publishing house, Berlin, 1981.
2. K. Marx, "Das Kapital," Vol I.
3. P. Budig, "Careful With the Big Laundry," TECHNISCHE GEMEINSCHAFT, Vol 27 No 11, 1979, p 18.
4. Authors' Collective, "Success Needs Many Fathers," TECHNISCHE GEMEINSCHAFT, Vol 29, No 11, 1981, p 18.
5. H. Lilie, "Taking Clues From the Best International Achievements," STANDARDISIERUNG UND QUALITAET, Vol 26, No 3, 1980, p 98.

#### Combine Response Criticized

Dresden SAECHSISCHE ZEITUNG in German 23 Jun 81 p 3

[Article by Peter Stache: "Consumer Goods Are No Longer the Fifth Wheel: Informative Discussion in the VEB Air Conditioning and Refrigeration Combine—On a Goal Which Tolerates Neither Postponement Nor Half Measures"]

[Text] We had the opportunity recently to attend a conversation concerned with a goal which tolerates neither postponement nor half measures, dealing with a far-reaching decision and with matters of direct interest to us. The conversation was held with the general director of the VEB Air Conditioning and Refrigeration Combine and showed the determination fast and thoroughly to change a situation unsatisfactory until now. One of the participants was Wolfgang Pietschmann of the Meissen Turbo-Plants Combine enterprise, who was elected bezirk deputy on 14 June. He wanted to gain a deeper insight into an important problem in his combine.

#### The Machine Builders Also

This, briefly, was the background: The new five-year plan directive pays great attention to the combines' responsibility for producing consumer goods. For the sake of better supplies it is demanded therein "that all combines make a greater contribution to boosting consumer goods production, including those which mainly make means of production."

That remark suggests a criticism of those enterprises and combines which have not taken that demand seriously enough in the past. Often they thought they could meet that task by items that sometimes were not so very necessary at all and not as much in need as others, in which case it would have been better to use materials, working time and production capacities for other things.

## None Has a 'Q'

In the Air Conditioning and Refrigeration Combine--and here is where we pick up the conversation--things are by no means satisfactory either: the proportion of consumer goods in the combine's overall industrial output comes to a mere 0.9 percent. Only 1.9 percent of R&D funds has thus far been used for consumer goods. None of the 23 consumer goods bears the 'Q' guarantee seal. The output includes upholstered chairs, flower boxes, shoe racks, all-purpose trunks, room dividers, porch furniture, garden benches, tea wagons, camping grills, small heat pumps, humidifiers and adjustable transformers.

The problem becomes still more apparent by the following data: upholstered furniture comes without matching dining room chairs; in the room dividers high-grade workpieces are used by mistake; the flower boxes are very expensive to complete; and the adjustable transformers are too heavy and too hard to operate. The list could go on.

## Through the Combine's Capacity

The mere fact that a critical analysis like this is undertaken indicates what position they are now taking on these matters. General director Guenter Kretschmer explained: "In the new five-year plan we are after entirely new magnitudes and want to increase our consumer goods output tenfold. That figure is a coefficient that is to be exceeded but at least suggests our requirements in the quantitative sense. Much more important is, however, not to accomplish such a requirement by means of consumer goods at our traditional range but rather to increase products the public expects of the metalworking industry. That includes, among other things, deep-freeze devices to be produced together with the H 115 TK household freezer."

Through agreement with the household equipment combine one plans to develop the VEB refrigeration combine enterprise in Niedersachswerfen near Nordhausen to become the producer of such deep-freeze units and of others that still are to be developed. Starting in 1983, that enterprise will start the production of another, 80-liter, unit and bring out 40,000 of them in 1985. This year they will start with 2,100.

Such a goal has consequences for the whole combine: shifting some production over into other enterprises, setting up new finishing sections, making available processing and other material, securing ancillary supplies and so forth. Such an approach has, however, also enormous advantages: the possibility to set up, from the outset, rational production for a great number of units, which makes it economically worthwhile, even with a look to lucrative exports.

"That is possible only through the combine's capacity and at once shows the advantageous and highly efficient effects from concentrating capacities and funds in large economic units," general director Guenter Kretschmer asserted.

## Turbo Workers Want to Be Top-notch

That focus does not as yet exhaust all opportunities. In the final analysis, all enterprises are addressed to make their contribution to consumer goods production, if possible in the form of end products. If the fans of the Meissen VEB Turbo-Plant carry a "Q" guarantee seal—why should then not also the newly developed product there be of the same benefit for the public and technically highly efficient? It could be a product that in its input/output ratio, energy consumption and design may compete with international top standards.

That is the way the colleagues in Meissen think. Their point of view was presented by the officiating plant director Erich Lundershaus, party secretary Fritz Schwanebeck and bezirk deputy Wolfgang Pietschmann, as follows: "Experiences demonstrate such a requirement cannot be satisfied with divided attention and merely to fulfill a quota. We can therefore further recommend of the things we have been doing the formation of a working team, a contest of ideas, liaison with the Fair of the Masters of Tomorrow movement and the innovator movement at large, and the development of the consumer goods as subjects of the science and technology plan. Consumer goods production must not be a fifth wheel!"

Party congress analysis and the discussion of the directive continue to delineate the tasking areas of the elected deputies. That is why Wolfgang Pietschmann is not likely to forget this discussion with the general director. "As a deputy you have a special obligation, and what they have been telling you in the weeks before the election sinks in," says Wolfgang Pietschmann. "This year our enterprise is going to produce consumer goods valued at an additional M 100,000."

The effort toward boosting consumer goods production is only beginning, one may also say with respect to the ideas in the Air Conditioning and Refrigeration Combine. But the points have been shifted.

## Deficiencies in Magdeburg Discussed

Magdeburg VOLKSSTIMME in German 30 Jul 81 p 7

[Unattributed article: "Positive and Negative Results in Consumer Goods Production: Considerable Progress Achieved--But for Some Enterprises a Foreign Word"]

[Text] Frequently has this page in the past commented on consumer goods production and referred to advances as well as to reserves that remain to be tapped. Today we wish to deal with this subject once again and thereby pick up the "red thread" from the city-kreis assembly last Thursday. A point on the agenda there was the relevant 1981-1985 five-year plan directive issued by the 10th SED Congress and the tasks resulting therefrom. So let us check and see how Magdeburg industrial enterprises have managed to conform with the available potentials and opportunities.

In the first half of the year, the end product plan for the city's population was fulfilled by 103 percent, for industrial consumer goods themselves, by 104.6 percent. That was a 106.2 percent growth rate over the same period last year. So far so good. Yet the consumer goods production working group at the municipal council objects to that some enterprises have allowed plan debts and delivery backlogs to arise vis-a-vis the retail trade. Arrears have accumulated, for example, at the power plant construction company, the Magdeburg wearing apparel VEB and the Hermann Matern tool machine factory. It is inexcusable that the consumer goods



production even has declined below that of last year at the Edgar Andre dust exhaust VEB and the Wilhelm Pieck steel foundry, where the proportion in overall production only comes to 0.03 percent.

The extra production the enterprises in the city of Magdeburg were committed to in the 1981 plan year came to a total of M 65.1 million, which was taken care of by 30 June this year by M 40.7 million in dealing with retail trade. That included such articles in demand as the gas ranges from SKET, uprights from SKL, patio-umbrellas from the 7 October haulage equipment VEB, television turn-tables, stepping-stools, furniture, wall paper, shower cabinets, brooms, brushes, wallets or pocketbooks.

The newly and further developed products the enterprises in the city on the Elbe had scheduled in honor of the 10th SED Congress also have been put into production. That included the gas range with the large window shield and light fixture for the oven from SKET, the upright and angle drilling attachment as accessories for the home construction program from SKL and MAW or the battery charging device for cars from the power plant construction VEB. Magdeburg's wearing apparel VEB also has something to show for with its lambskin jackets as have the United Furniture Plants with their supply program for "Babette" and their padded "Vanessa" bed. And not last, the Magdeburg plant of VEB Optima Oschersleben has included new wall paper designs in its consumer goods program.

In other words, as already mentioned, there is much that is good in the field of consumer goods production, but then there also are other things which justify the observation that the efforts in boosting consumer goods production still do not suffice to meet the steadily rising demands of the public. The consumer goods production working group at the municipal council expects greater efforts especially of the Wilhelm Pieck steel foundry, the railroad repair plant, the chemical installation VEB, the diesel piston VEB and the lumber processing VEB in boosting the proportion of consumer goods production or commencing with such production in the first place.

#### Discussion of Problems in Schwerin

Schwerin SCHWERINER VOLKSZEITUNG in German 30 Sep 81 p 8

[Unattributed article: "More Commitment for the '1,000 Little Things'—Panel Discussion on the Responsibility of All Enterprises for Consumer Goods Production—Uncovering Existing Reserves"]

[Text] Who is there who has not yet found out that the so-called 1,000 little things make our lives easier but can also become an annoyance when this or that is unobtainable in the retail trade? Precisely these 1,000 little things were the subject of a panel discussion during the territorial rationalization week, for which an invitation was issued by the office for territorial rationalization under the municipal planning commission, the bezirk economic council, and the retail trade and supply department. In addition to directors and managers of Schwerin enterprises, the discussion also was joint by bezirk deputy Horst Pomerenk, head of the consumer goods activists group within the permanent commission for industrial and consumer goods production, and Horst Bissel, deputy mayor for trade and supplies.



The 10th SED Congress was explicit about it: "Consumer goods production concerns the entire economy. It places its requirements also where in the main means of production are produced." This then addresses the ~~sm~~ enterprises in our city also which make means of production. The idea is that there consumer goods production must reach between 2 and 3 percent of industrial commodity production. Some of the enterprises do not even reach one percent at the present time. They have lots to do to meet the mission of the 10th party congress directive in "significantly boosting their contribution to consumer goods production." That is why it is actually not understandable that the synthetics machinery plant VEB was not represented at this interesting panel discussion.

Those who did participate were unanimous: stocks must be made more diversified, stable and reliable. And this is the responsibility of each enterprise per se. It is more imperative than ever before to uncover still existing reserves without any great outlays. Some industrial production residues no longer of any use in the enterprises could, for example, enrich the supplies for home construction. It does not always have to be complete consumer goods.

It became clear during the panel discussion that consumer goods production must not be secondary, not an appendage. Everyone wants to buy attractive and useful consumer goods. It is therefore worthwhile for every enterprise to become still more active in this field. As the 10th party congress has put it: "The development of consumer goods production deserves still more of a commitment, more ideas, more enthusiasm for finding good solutions, and more love for detail."

#### Local Government Efforts

Erfurt DAS VOLK in German 28 Sep 81 p 3

[Inquiry by DAS VOLK among delegates to Erfurt Bezirk conference scheduled for 9 October 1981: "Was There Anything Besides Expenses? What Delegates Discussed on the Subject of Consumer Goods With Workers in Various Enterprises"]

[Text] The Inquiry: At its second plenary session on 9 October the Erfurt Bezirk conference is going to deal with the development and production of consumer goods. As always, the people's deputies will come thoroughly prepared to the conference room. After all, they went through more than 30 enterprises in recent days and weeks in our bezirk. We asked the deputies about their assignments there.

Bezirk Conference Delegate Veronika Holstein: I went with a group of deputies to the VEB Combine for Electrical Installations, Sondershausen, which is a chief supplier of electrical installations materials for housing construction bureaus in our republic. In addition, however, the people in Sondershausen also make safety fuses and extension cords for the public. Precisely in these two consumer goods backlogs occurred in August because a plant production reorganization took longer than expected and ancillary parts failed to arrive. But they assured us the minus--400,000 fuses and 40,000 extension cords, after all--would be made up for by the end of September. I think it is fine that much thought is given in the enterprise to how the consumer goods supplies can be broadened. They are now talking, for example, about camera base supports and flashlight bridges. Considering the problems with packaging materials, we delegates suggested to examine whether some of the safety fuses could not possibly be shipped in bulk with return containers.

Bezirk Conference Delegate Elke Hartung: In the Gotha synthetic material processing VEB, to which we were assigned, plastic toys, children's construction bricks mainly, forms the major part of the consumer goods production in the enterprise. The units of this item are to be raised by from 130 to 140 percent till 1985. A new product under consideration is a microelectronics construction set. A good thing. Still we made no bones about the fact that we thought the time for development seemed somewhat too long, in spite of their limited capacities. At the earliest in 2 years could retail trade expect deliveries. Furthermore we suggested to the enterprise management to go and visit some kindergartens and nurseries to get ideas for new toy designs from the horse's mouth, so to speak.

Delegate Egmont Steinhardt: Our group of delegates went to the VEB NORAS, Nordhausen. There, no consumer goods are produced at all at this time. Years ago they had automatic ovens, of which enough are produced elsewhere, and outdoor collapsible tables, which were not in demand, on their program. That of course makes no sense at all. Within the combine an enterprise in Halle is now charged with consumer goods production, and the people in Nordhausen supply certain ancillary parts for it, to be sure. They did not sneeze at suggestions we delegates made to look around for possible consumer goods that would fit in with the NORAS production profile in spite of the poor experiences they have had. They would be perfectly willing to accommodate appropriate offers from the economic council or, for example, assist territorial enterprises by means of rationalization for a consumer goods production.

Bezirk Conference Delegate Guenter Welker: In the VEB sawmill of Muelverstedt the workers as well as the enterprise management assured us they considered fulfilling the public supply tasks an important matter. That pertains concretely to playpens and sleds, and to wooden rakes made from the residues of the other two items. At the Leipzig Fall Fair the people of Mulverstedt incidentally for the first time showed their playpens with synthetic floors. By the end of the year they are expected to be available in the retail trade.

Bezirk Conference Delegate Richard Hossbach: In the Ruhla clock works our group of delegates found out how the people at Ruhla are further developing their quartz clock program. And also that they by no means forget about the simple models over those high-grade products. At present they are making increased efforts toward making available additional repair capacities not only for their own but also for the clocks imported from the socialist countries. A subject of discussion also was how more continuity could be achieved in the delivery relations between the producers and wholesale trade.

#### Comment

Our small survey, incomplete as it was, makes this clear: for the people's deputies who visited 33 local enterprises this was not merely a plant inspection. They have looked and listened and formed their own standpoint, seeking a dialogue with the working people, a give-and-take. Provided with these and other experiences from their own enterprise and maintaining constant contact with the voters and their desires and hopes, the people's deputies will go to the plenary session on an important subject well informed and thoroughly prepared.

For the thing is this: the development and production of consumer goods proper as to assortments and volumes at a much higher rate is a task derived for enterprises and combines of all branches from the continuation of the main task policy which the 10th party congress has endorsed. Every combine has to ask itself: how can we more rapidly apply scientific-technical progress to consumer goods production? How can we significantly boost the production and stocks of high-grade consumer goods at excellent qualities and with good design in conformity with public demands and lucrative export? Answers for these questions, including the potentials of the means of production enterprises, are not likely to be easily found because a routine approach in the final analysis does no one any good. Yet we do have many good experiences from which it is urgent to draw meaningful generalizations. That also with the support of the delegates.

5885

CSO: 2306/26

RETAIL TRADE PERSONNEL URGED TO IMPROVE SERVICES

CENTRUM Personnel, Services Criticized

East Berlin DER HANDEL in German Vol 31 No 4, Jul-Aug 81 pp 10-11

[Article by Dr Horst Hanner, general director, VVW CENTRUM Association of State Department Stores, Leipzig: "Higher Standards for Trade and Sales"]

[Text] To boost the performance of the CENTRUM department stores, we in the association are concentrating on the following major aspects:

- a more reliable and stable public supply;
- improved trade and sales standards;
- greater efficiency in trade activity and reducing commercial losses;
- effective utilization and economical use of science and technology; and
- more highly skilled cadre and youth work.

To improve their own performance, our colleagues pay attention of course to the resolution of the spokesmen's plenum of the CENTRUM department store in Berlin, Alexanderplatz, on continuing the socialist competition. Ultimately our salesladies can ascertain the fruits of their labor by a customer's leaving the store satisfied, acknowledging the smart service and expert advice he got. Mainly then it always again is the question of how to sell our goods to the customers.

Analyses and Surveys

We have taken a look at the current sales standards and its ways and means. We took for granted that each manager and associate has to exercise a personal responsibility for this central task and considered how the work in this field could be made more manageable, controllable and accountable, and could be more effectively stimulated. Based on our own analyses and customer opinions (feedback, questionnaires) and on supervisory operations, we explored in particular the salesladies' manner of dealing with the customers and with the goods, their conduct within the collective and, finally, the conduct of the collective itself. From all that we reached the conclusion that sales standards, an integral part of trade standards, in the final analysis depend on supplies that properly meet demands, on steadily accelerating the turnover and reducing commercial losses, and on reliable, exemplary advice and service.



While getting set for the 10th party congress, we have certainly made headway in improving our sales standards. In terms of the aspects referred to, the biggest improvements were achieved in the department stores of Berlin, Alexanderplatz, Dresden, Neubrandenburg, Hoyerswerda, Karl-Marx-Stadt, Suhl and Goerlitz. But in the department stores of Berlin, Ostbahnhof [Railroad Station East], Magdeburg, and Leipzig, things have not sufficiently improved as yet. Those enterprises have been placed under comprehensive supervision for 1981.

The analysis also makes clear that it is not merely a matter of further elevating our sales standards. Rather, it is necessary to create managerial preconditions for achieving stability and reliability day after day.

#### Grievance Assessment

In establishing the causes for repeated grievances our customers complain about with respect to our salesladies' manner of dealing with them, we find

- discourteous conduct,
- irrelevant and faulty information,
- lack of expertise in the service and advice,
- time wasted at cash registers in sales departments and at service desks, although salesladies, talking with each other, are standing by; and
- the selling of goods that do not meet their quality standards.

All that can consistently be attributed to lack of responsibility by the managers and sales personnel in all sales areas.

#### Greater Quality Control

Too much stuff is sold still that does not meet its quality parameters, especially shoes, radios, television sets, room furnishings, furniture, cameras, watches, jewelry and youth fashions.

Regardless of whether we are dealing with overt or covert deficiencies here, we evidently have to exercise a greater influence on industry. We have drawn up concrete ideas about how to move further with respect to industry including socialist wholesale trade and ASMW (Standardization, Measurement and Commodity Testing Office). Work in this field is concentrated on a rigorous and comprehensive contract and quality supervision as a connecting link in ensuring contractually agreed-upon inventories.

When sales personnel does not have enough information about contracts, commodity receipts, delivery backlogs, and price group problems, they resort to the familiar stereotypes such as "We haven't got it! I don't know!" That is caused by inadequate cooperation between the accounting and contract control departments and the trade collectives in the sales fields throughout the regular work process, all the more so in as much as the contract changes currently being made (circa 15 to 20 percent) and the preshipments (circa 5 percent) encumber the bookkeeping and information systems.

## New Arrangements About Information

When sales personnel does not know enough for offering advice on high-grade industrial commodities and on innovations and advanced developments, so that there is fear the customers' questions cannot be answered, the main reason for it is that the current system of commodity-related training and information, though diversified, is unevenly developed and unevenly effective. Better use has to be made of the existing opportunities such as

- wholesale trade information conferences;
- a greater involvement of subject-related commercial inspectorates of ASMW;
- production days;
- involving production more in information conferences and production training courses;
- a decidedly new role to be played by the industrial enterprises; and
- using specialists for providing training in all department stores.

We want to bring into being, together with wholesale and production, a new information and training system, by looking at the commodities themselves, all the way down to commodity-related customer information.

Long delays in departments and at service desks can often be explained by that the shifts the sales personnel is on do not coincide with the fluctuating customer frequency periods and the times stores are kept open. We have to make greater efforts toward hiring more full-time employees, reserving part-time workers mainly for afternoon and evening hours, and further improving the flexibility in the use of personnel.

With the the progress made in the department stores in Berlin, Dresden, Schwedt and Hoyerswerda, the overall tempo is not yet up to par.

## Controls Without Compromise

Lack of mandatory controls and of managerial support, and a still insufficient regular involvement of all department heads by the director of an enterprise often have the result that preventative and subsequent controls on sales willingness are still too sporadic and the criticism is still too general.

Then the training measures become inadequate and the advantages of incentive pay, praise and criticism, material accountability and the recognition of a fine performance are still underrated. That is why we shall work with that more consistently, relying on the decree on keeping a control book (GBL, Part I, No 42, p 76).

Our analysis also has brought out that commodity-related emphasis concentration in terms of department store distribution does not exist. One does find some trends toward such a concentration in terms of assortments in household commodities, electrical and large-scale devices, radio and telecommunications equipment and furniture, even though the customer service and guidance is still inadequate even there. Two comprehensive tasks arise from that for managing our VVW.

In further management education and in the involvement of the personnel and collectives it becomes a matter of providing the management tools with higher skills, combined with continuous direction and uncompromising inspection.

We also must encourage more the collectives' initiatives in socialist competition and a broad involvement of the public in evaluating the checks placed on our sales standards.

#### More Intelligible Regulations

We are in the process of making more specific, intelligible and manageable the great number of rules and regulations issued in recent years in our operations handbook. Included are

- management information on working with supply orders;
- criteria for raising our sales standards;
- provisions for a steady sales readiness;
- emphases for the work in the selling field;
- further development of customer service and other services;
- brief consultations and their know-how;
- instructional material for sales training;
- principles for selling innovative and advanced commodities; and
- supply information.

In revising and integrating all that, we take our clues from how the salesladies deal with the customers and with the commodities, the salesladies conduct themselves within their collectives, and the effectiveness of the collectives on the whole. We also shall ease the sales managers' load of extra work, "desk work," so they can mainly concentrate on selling. That is why we shall include additional assortments in the customer complaint departments in the CENTRUM department stores, centralized departments that we have and that have proven themselves. The same also is served by setting up additional industrial commodity departments and larger-capacity units. This course was proven right by solutions obtained in Berlin, Leipzig, Hoyerswerda, Schwedt and at a 3,500 square meter sales area in Halle, even though some specific problems still exist. This also helps ease the load of department heads by concentrating accounting, the intra-enterprise division of labor and specialization and reducing manpower while sales personnel is being increased.

We have to give new thought to the role and function of the showrooms and of customer information desks in large self-service areas such as in Halle. Here we can rely on skilled managers and associates in the enterprises. Of all department and assortment group chiefs, 96 percent, and of their deputies, 83 percent are technical school graduates or are certified as sales managers.

#### Managerial Cooperation

Another key for improving our sales standards lies in the commodity/floor managers and department directors. That again is demonstrated by the fine results and experiences of the enterprises in Berlin, Alexanderplatz, and Dresden.

We are eager to enforce still more compellingly that

- a director makes two managerial sales inspections daily;
- a trade director reports on the sales readiness;
- a supply department manager ensures and reports on the stocking of goods, including their quality checks and pricing;
- a managing engineer checks the building, the escalator, elevators, cash registers, and the cleanliness of everything;
- a director for planning and economy checks and analyzes the work done with material funds, incentive pay, the granting of unit bonuses and so forth; and
- the chief bookkeeper ensures order and safety.

We are in the process of issuing rules for the cooperation among all those managers with an eye to the experiences of the best managers.

#### Contest for Exemplary Sales Standards

In preparation for the 10th party congress, a big initiative evolved for acquiring the document, "Sales Area With Exemplary Sales Standards." Meanwhile 37 sales collectives have acquired that document.

A special task for the weeks ahead will be to get beyond the still existing level differences and the partly still too general information. A fine basis for that are the assortment-specific references in the various assortment complexes to competition commitments. That includes:

- for clothing: changes for ready-made products within so and so many hours or days, and making large and extra-short pyjamas;
- for shoes: ensuring adequate shoeshine supplies and accepting orders for proper footwear for disabled children;
- for household commodities: ensuring complete supplies in spare parts and accessories for goods now in production, and direct orders from the manufacturers for spare parts of household items no longer in production; and
- for the departments: no more than a 10-minute wait at cash registers, freshness guarantees, and abiding by consumption schedules.

Furthermore we have to take account of supply guarantees that ensure full supplies for the whole time the stores are open in basic foodstuffs and all sizes for children's assortments.

#### Customer Complaints in Magdeburg

Magdeburg VOLKSSTIMME in German 12 Sep 81 p 6

[Letters from readers in response to question "What Constitutes High Retail Trade Standards?": "Ideas and Initiatives for Supply"]

[Text] For today we have selected further letters from our readers in response to our discussion. We should like to mention again that we are still waiting for responses to our 22 August 1981 contribution, "This Occurred to Us," from the Magdeburg trade enterprise and the OGS industrial organization, the consumers' bezirk association and the state trade organization bezirk management.



We keep our discussion going. What constitutes high retail trade standards, and what are you doing about it?

Send you letter to VOLKSSTIMME, editorial board, Magdeburg, POB 326. Code word: High Retail Trade Standards.

Two Suggestions (from Ernst Silz, Magdeburg)

VOLKSSTIMME has written before about out of date commodities on the shelves and self-service right out of the cartons. That also happens in Magdeburg's Kannenstieg department store.

Another trifling matter: could the girl on the cash register before she takes her well-deserved break, not first put a sign up that informs us about it? It would reduce the risk that one would have to queue up twice considerably. We can see every day how hard the work on the cash register really is. We could speed things up there if we took the trouble to pack our basket properly and take care of the money in good time instead of waiting until it is all added up and then start looking for the money. The customers behind us and the girl on the cash register would appreciate it.

Around the Clock (from Theuerkauf, sales manager)

Just before the 10th party congress, the corner-stone was laid for the Magdeburg-Olvenstedt housing development. The associates of the sales establishment 65/91 of the VEB construction workers supply trade organization Magdeburg have provided stable supplies in main meals and buffet items all along, partly under complicated conditions. In addition, the late shift has been supplied with food from a vehicle since June, and for the time after 1 August our collective took on the commitment to supply the construction workers on the site around the clock for three shifts. We are of the opinion that high retail trade standards include not only cleanliness, courtesy and broad assortments, but also supplying our construction workers on three shifts with food. We also have committed ourselves to avoid any inventory shortfalls and to be highly economical in our food supply activities.

Baker With Many Ideas (from Schulz, bakery goods production trade organization, Stendal)

Sure enough, food production enterprises are an important retail trade partner. The colleagues in our bakery goods production trade organization Stendal are also aware of their great responsibility to food distribution management. Through high labor productivity and the full capacity use of working hours, rational working methods and cooperation relations with the Konsu enterprise in Tangermuende, we achieved a doubling of our output in the last 10 years. This year we shall send more than 470 tons of bakery goods to the department stores and shops in Stendal, Tangermuende, Arneburg and Tangerhuetten Kreis.

Our colleagues have constantly developed new initiatives to offer our customers a diversified fare. In addition we started producing 2,000 kg of durable bakery goods to stabilize our supplies. Fifteen tons of prebaked honeycomb cake per year

enrich our business and are much in public demand. Our personnel is busy with special orders for the Roland Festival, the Christmas market and the Boerde bazaar when we offer poundcake, stollen and domino cookies.

Smart ideas make things more efficient and better in quality. To make poundcake, for instance, a cutting device has been produced which saves a lot of manual work.

Letter of Praise from Afar (from Uwe Wegener, temporarily in Dabel)

Right now I am serving with the NVA in Schwerin Bezirk but also read VOLKSSTIMME and decided to take part in the discussion.

Much is to be said about the retail trade that is good. Not a few colleagues do exemplary work in this field that certainly is not always easy to cope with. I like to refer to one collective of which I am sure it is worth being mentioned: the colleagues, male and female, in the Leninring department store in Stassfurt. When I worked there in preparation for my studies I found out how they work. They always were very supportive to me.

But mainly I should like to stress the high dedication of the collective. Some salesladies live in the suburbs so that they have to come by bus to work every day. It means getting up earlier and getting home later than the other colleagues. Besides, the salesladies also still work every other Sunday. I would like to praise the plentiful supplies in the store and am sure many customers will agree with me. That is why I would like to express my sincere gratitude to that collective this way for its sacrificial activities. Everyone does his share in improving our sales standards, which certainly should be appreciated more often.

#### Improvement Efforts in Suhl

Suhl FREIES WORT in German 22 Sep 81 p 3

[Report by the collective of the CENTRUM department store in Suhl in the public exchange of experience: "We Intend to Perform Better Than the Average"]

[Text] Our store has 630 employees, 513 of them being women. Circa 300 of us the customer has direct contact with, as it were, in our 30 departments, when he makes his selection among the more than 50,000 items we have for sale.

What then are we mainly talking about every day before we start selling, in the sense of the Neuhaus glass workers, in terms of topical-political discussions? Briefly put: about our political mission in offering the public assortments proper as to demands at high trade and sales standards. Succinctly speaking, that amounts to over 25,000 customers every day.

#### All Must Know Their Responsibility

And that mission, as we must strongly point out, can be met only if each of the 630 members of our trade collective shares the thoughts and decisions and feels personally responsible, from the time the merchandise comes in all the way to each individual sales area. To accomplish this, political conversations also about the

cardinal issues of our time are imperative, and political-ideological work must be organized so that everyone clearly understands his personal responsibility and acts accordingly.

We take more and more for granted that the quality of our work is not revealed solely by our turnover volume, for which reason we have made constantly rising sales standards the centerpiece of our competition management.

And this we are all agreed on: the sense of responsibility of all managers and employees in sales, supplies proper as to demands, reliable and exemplary advice and service, speeding up the turnover and reducing sales losses—these are the matters we must constantly work on.

**Clear Position: What Is Best?**

The daily analysis of the previous business day, the briefing before we start selling, sales training and ensuring sales readiness can be made thorough only if the whole supply process is always kept under supervision and all the customers' criticism and recommendations are honestly evaluated. The causes are then examined and eliminated for such attitudes as discourteous and irrelevant information, improper service and advice, and long waiting periods. Therein we can still find the largest reserves.

Such exemplary sales collectives as those of glass/porcelain, large electrical devices, and shoes/leather goods have come to grips through thorough deliberations especially with the principle "the best is the criterion for all—what does that call for today?" They have taken a clear position on what the best concretely is for us.

For instance, we are working around the clock when merchandise comes in. The time span from receiving the merchandise to selling it maximally comes to 24 hours among us. That is good but has meanwhile become standard procedure for us. We want more than that.

**Combined Direct Shipments to Customers**

For more expedient selling, we seek combined direct shipments to customers together with our wholesale partners in technical equipment, household goods, textiles and furniture. That way we want to reduce the delivery deadlines and make more efficient use of the vehicles.

If we succeed in this, we would set standards for our whole republic.

We are also setting models in making extra-large and extra-small sizes in men's shirts, suits and shoes, as the public wants us to.

We sometimes still get inferior merchandise. One of the demands that has been raised with respect to that is to introduce tests on the wholesale level for household goods already, as is done for technical equipment, so that the large electrical gadgets are tried out before they are delivered.

This complex of quality guarantees also includes joint contracts between the department store, wholesale, and the Monsator industrial distributing company, so that we can rapidly and smoothly make up whatever is left to do, as far as the customer is concerned. In conformity with the 10th SED Congress decisions, the department store pays great attention to spare part and accessory supplies. For that reason we accept and handle spare part service orders for the VEB Henneberg-Porcelain Combine at Ilmenau.

#### Attention to Customers' Preferences

The clothing department collectives affect production even with respect to the selection of textiles and fabrics, in conformity with the customers' preferences.

We think that by taking care of such ambitious projects, we, as a department store collective, conform to our political mission and take a clear, aggressive position in terms of the demand, "the best is the criterion for all."

Thereby we face the higher demands the 1980's are placing also on retail trade.

5885

CSO: 2300/25



GERMAN DEMOCRATIC REPUBLIC

CROP, WEATHER REPORT PUBLISHED FOR AUGUST 1981

East Berlin FELDWIRTSCHAFT in German Vol 22 No 10, Oct 81 p 464

[Article by W. Schwinge, meteorologist, GDR Meteorological Service, Central Weather Bureau, Potsdam]

[Text] The Weather in August 1981

Up to the 16th air temperatures were by and large above normal. Then it became too cold. Rain was frequent, except on the 5th and in the last 5-day period, and in some regions it was very heavy for a few days.

Up to the 16th, daytime temperature averages were generally above normal. From the 5th to the 8th and on the 14th and 15th, anomalies ranged between +3 and +6K. From the 17th on, the temperatures were below normal. In the southern part of the republic, deviations at times came to values of -4K. In the first half of the month, daytime maxima held above 20°C. From the 5th to the 8th and on the 15th, temperatures rose to between 25 and 30°C, but maxima recorded after the 17th only ranged between 15 and 20°C. There were a few days when it was colder in the south than in the north. Ground minima first ranged between 10 and 15°C most of the time, from the 17th on, between 6 and 12°C. By the end of the month ground minima often dropped to around 5, locally to between 1 and 3°C. Duration of sunshine was above normal, except for the second 10-day period in the northern half. In the south, the monthly total was around 80 percent, in the north, around 110 percent of normal.

Only between the 4th and 6th and on the 28th and 29th did the entire area remain entirely without rain. Heavy rain came mainly at the beginning of the month, between the 8th and 10th and between the 16th and 23rd. Except in the time between the 18th and 21st, rain was heavier in the southern than in the northern bezirks. Daily totals between 10 and 25 mm were obtained on the 9th and 10th in the southern half, between the 19th and 21st mainly in the northern bezirks, and locally also during some other days. Heavy rains with an extremely high intensity fell on the 9th and 10th in Erfurt, Gera, Suhl and Dresden Bezirks. Gera got 125 mm on the 9th, and Erfurt-Bindersleben 106, Meiningen 60, Sonneberg 125, and Dresden-Klotsche 88 mm on the 10th. Daily volumes above 40 mm also accumulated on the 20th in the hills (Sonneberg 42 mm), in the northwest on the 21st (Boizenburg 44, Marnitz 44 mm), and sporadically also during a few other days. In general there were large regional differences in rain volumes (mostly showers with greatly fluctuating intensity even

within small areas). The month of August clearly was too wet in Erfurt, Gera and Suhl Bezirks, while the other bezirks either had normal precipitation or were a bit too dry. Only between the 5th and 8th did the daily averages of relative air humidity drop widespread below the 70-percent threshold and for the remainder of the time usually ranged between 70 and 85 percent, around 90 percent for a few days.

Temperature Data for August 1981 according to the Main Office for Climatology, Potsdam

### 1. Monthly Average Air Temperatures and Deviations from Normal Values

|                |        |       |          |        |       |
|----------------|--------|-------|----------|--------|-------|
| Schwerin       | 16.4°C | -0.3K | Erfurt   | 16.0°C | 0.0K  |
| Neubrandenburg | 16.1°C | -0.2K | Leipzig  | 17.1°C | -0.1K |
| Potsdam        | 16.7°C | -0.4K | Goerlitz | 16.6°C | -0.1K |

### 2. Average Precipitation according to Bezirks

|                |              |                 |               |
|----------------|--------------|-----------------|---------------|
| Rostock        | 53 mm = 77%  | Halle           | 56 mm = 95%   |
| Schwerin       | 63 mm = 89%  | Erfurt          | 118 mm = 182% |
| Neubrandenburg | 49 mm = 74%  | Gera            | 127 mm = 190% |
| Potsdam        | 54 mm = 84%  | Suhl            | 113 mm = 149% |
| Frankfurt      | 51 mm = 84%  | Dresden         | 57 mm = 73%   |
| Cottbus        | 48 mm = 72%  | Leipzig         | 51 mm = 79%   |
| Magdeburg      | 70 mm = 113% | Karl-Marx-Stadt | 76 mm = 85%   |

### 3. Evaporation Potential

|                  |            |
|------------------|------------|
| Northern bezirks | 60...75 mm |
| Central bezirks  | 60...80 mm |
| Southern bezirks | 55...70 mm |

### Soil, Crop and Labor

Surface soil temperatures rose from between 17 and 20°C at the beginning of the month to between 22 and 25°C in the second 5-day period. After temperatures had dropped slightly to around 20°C, it became much cooler (14 to 17°C) at the middle of the month. At a 50-cm depth, temperature changes were in line with the changes in the surface soil, with a slight delay. At a 1-meter depth, fluctuations only up to 2K were recorded throughout the month. On the 31st, temperatures at a 50-cm depth ranged between 14 and 17°C, at a 1-meter depth, around 15°C. Ground water fell widespread in the first half of the month. In the stratum down to 50 cm in depth it regionally came to below 50 percent and even only 30 percent (in the south-eastern part of Neubrandenburg Bezirk and in Potsdam, Frankfurt, Halle and Leipzig Bezirks) of the usable field capacity. In the southwest the heavy rains at the end of the first 10-day period temporarily made the ground water rise to above 80 percent of usable field capacity. Starting on the 18th, mainly the northern bezirks experienced a rise in the ground water level to between 60 and 70 percent of usable field capacity. It fell again generally in the course of the last 10-day period. On the 31st, at a 50-cm depth, they recorded widespread between 50 and 60 percent of usable field capacity, and on lighter soils in the central plains and in Halle

and Leipzig Bezirks, less than 30 percent of usable field capacity. Only in Gera and Suhl Bezirks and in the southeast of Dresden Bezirk, with values above 70 percent of usable field capacity, was sufficient water supply ensured. Soil climatic condition for bed formation and nutrient mobilization were held back, especially regionally in the second half of the month, by water shortage, in the southwest after the 10th also by crowding (inadequate air supply for the soil). In regions that had gotten too much rain pools formed temporarily (in Erfurt, Gera and Suhl Bezirks acreages were flooded also), and there was water erosion and a lot of mud. At the start of the second 10-day period vehicles often could not get onto the acreages in the southwest. That improved in the course of the month. But by the end of the month, with the water clearly reduced, things were held back once again.

With ground water levels sinking and the above-normal temperatures first the ripening processes were speeded up. Vegetation conditions improved when there was heavier rain in the second 10-day period. That was true especially for varieties that do not need much heat (beets, grasses, cabbage). Abundant sunshine temporarily is likely to have raised the assimilation rates. The late catch crop hesitated and came up with gaps in areas with water shortage. When the temperature dropped greatly after midmonth the maturation process was delayed (especially in grains). Protuberance, breaking of stalks and brittle straw resulted from the humidity, mainly in the south. Altogether, the losses in the yield due to the phenomena referred to and to compacting were smaller than in previous years. The growth of heat-demanding crops (corn, tomatoes, cucumber) stagnated due to the low nocturnal temperatures in the last 5-day period. Fungus and weeds did not get much encouragement until the 10th, but more so later on. Phenological development was early consistently by from 5 to 8 days. Only in the drenched southwestern regions things scarcely deviated from the normal course.

Days that had good drying conditions were around the 5th, from the 12th to the 18th and from the 27th on. Harvesting-threshing made good headway during those days. Prematurity facilitated an early start of the harvest especially in the northern and central bezirks. The cereal harvest was completed all through the plains by the end of the month. Straw clearance was completed for circa 90 percent of the acreages. In the hills, the greater outgrowth of winter rye and winter wheat called for careful inspections. Increased capacities were required, especially at the end of the month, for stubble breakdown and seedbed preparation because the moisture in the ground diminished and the ground thus hardened. Measures against potato crop were needed through the whole month.

Especially on light soils and in Halle and Leipzig Bezirks the need for irrigation increased rapidly. That diminished temporarily around the 20th in the north.

#### Meteorological Projections for Farming in October 1981

Many soils can absorb only a moderate amount of water right now. If rains are normal or above-normal during the fall, we must expect considerable obstacles to our farming. In view of that, it is especially important to abide by optimum agrotechnical time frames (for the beet harvest, the winter wheat cultivation, the autumn plowing). We should try to complete our autumn farming activities as rapidly as possible.

**END OF**

**FICHE**

**DATE FILMED**

12 Nov. 1981



